



WBNS-TV, Inc.  
DEPT L-1133  
COLUMBUS, OH 43260-1133

GMMB  
1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

## Contract # 101753

**Schedule Dates** 08/11/12-08/17/12  
**Advertiser** Obama for America (6765)  
**Agency** GMMB (4408)  
**Product** Political/Candidate (1161)  
**Brand** political candidate (1775)  
**Salesperson** Philadelphia Office, Philly (1680)  
**Sales Office** Eagle Television/Philadelphia Office  
**Buyer Name** KAUFMA, MEREDITH  
**Phone/Fax** /  
**CPE** 95/101/1549/SKED C  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA :30 SKED C  
OBAMA FOR AMERICA SKED C

**Date Entered** 08/03/12  
**Last Modified** 08/08/12  
**Entered By** Kathy Sparks  
**CO-OP** No  
**Headline #** ECR07894544  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$6,360.00  
**Net Total** \$36,040.00  
**Sales Tax**

## WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
Aug. 2012	58	\$42,400.00
<b>Grand Total:</b>	<b>58</b>	<b>\$42,400.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/13/12-08/17/12	3	:30	5A- 5:55A (EST)	2	X	X	X	X	X			2	\$600.00	\$1,200.00	WBNS-TV (WBNS)	NEWS	8/3/12
2.0	Revised Line / SPOT	08/13/12-08/17/12	3	:30	5:57A- 7A (EST)	2	X	X	X	X	X						WBNS-TV (WBNS)	6AM NEWS	8/3/12
2.1	Normal Line / SPOT	08/13/12-08/17/12	3	:30	5:57A- 7A (EST)	3	X	X	X	X	X			3	\$800.00	\$2,400.00	WBNS-TV (WBNS)	6AM NEWS	8/8/12
3.0	Normal Line / SPOT	08/13/12-08/17/12	3	:30	7A- 8A (EST)	2	X	X	X	X	X			2	\$800.00	\$1,600.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 7AM	8/3/12
4.0	Normal Line / SPOT	08/13/12-08/17/12	3	:30	8A- 8:55A (EST)	3	X	X	X	X	X			3	\$400.00	\$1,200.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	8/3/12
5.0	Normal Line / SPOT	08/13/12-08/17/12	4	:30	4:25A- 4:58A (EST)	3	X	X	X	X	X			3	\$50.00	\$150.00	WBNS-TV (WBNS)	NEWS	8/3/12
6.0	Normal Line / SPOT	08/13/12-08/17/12	3	:30	8:58A- 9:55A (EST)	4	X	X	X	X	X			4	\$400.00	\$1,600.00	WBNS-TV (WBNS)	KELLY	8/3/12
7.0	Normal Line / SPOT	08/13/12-08/17/12	3	:30	9:58A- 10:55A (EST)	1	X	X	X	X	X			1	\$800.00	\$800.00	WBNS-TV (WBNS)	DEAL	8/3/12
8.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	10:58A- 11:57A (EST)	1	X	X	X	X	X			1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	TPIR	8/3/12
9.0	Normal Line / SPOT	08/13/12-08/17/12	3	:30	11:58A- 12:30P (EST)	4	X	X	X	X	X			4	\$700.00	\$2,800.00	WBNS-TV (WBNS)	NOON NEWS	8/3/12
10.0	Normal Line / SPOT	08/13/12-08/17/12	3	:30	12:30P- 2P (EST)	4	X	X	X	X	X			4	\$700.00	\$2,800.00	WBNS-TV (WBNS)	SOAPS	8/3/12
11.0	Normal Line / SPOT	08/13/12-08/17/12	3	:30	2P- 3P (EST)	4	X	X	X	X	X			4	\$600.00	\$2,400.00	WBNS-TV (WBNS)	TALK	8/3/12
12.0	Normal Line / SPOT	08/13/12-08/17/12	4	:30	3P- 3:55P (EST)	4	X	X	X	X	X			4	\$400.00	\$1,600.00	WBNS-TV (WBNS)	DR PHIL	8/3/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected."



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13.0	Revised Line / SPOT	08/13/12-08/17/12	4	:30	3:58P- 5P (EST)	3	X	X	X	X	X						WBNS-TV (WBNS)	DR OZ	8/3/12
13.1	Normal Line / SPOT	08/13/12-08/17/12	4	:30	3:58P- 5P (EST)	4	X	X	X	X	X			4	\$450.00	\$1,800.00	WBNS-TV (WBNS)	DR OZ	8/7/12
14.0	Normal Line / SPOT	08/13/12-08/17/12	3	:30	5P- 6P (EST)	3	X	X	X	X	X			3	\$1,200.00	\$3,600.00	WBNS-TV (WBNS)	NEWS	8/3/12
15.0	Normal Line / SPOT	08/13/12-08/17/12	4	:30	6P- 6:30P (EST)	3	X	X	X	X	X			3	\$1,200.00	\$3,600.00	WBNS-TV (WBNS)	6PM NEWS	8/3/12
16.0	Normal Line / SPOT	08/13/12-08/17/12	3	:30	6:58P- 7:30P (EST)	2	X	X	X	X	X			2	\$1,200.00	\$2,400.00	WBNS-TV (WBNS)	JEOP	8/3/12
17.0	Normal Line / SPOT	08/13/12-08/17/12	4	:30	7:30P- 7:57P (EST)	1	X	X	X	X	X			1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	WHEEL	8/3/12
18.0	Normal Line / SPOT	08/11/12-08/11/12	3	:30	4:58A- 6:56A (EST)	1						X		1	\$300.00	\$300.00	WBNS-TV (WBNS)	SAT AM NEWS	8/3/12
19.0	Normal Line / SPOT	08/11/12-08/11/12	4	:30	6:57A- 9A (EST)	1						X		1	\$500.00	\$500.00	WBNS-TV (WBNS)	CBS THIS MORNING SATURDAY	8/3/12
20.0	Normal Line / SPOT	08/12/12-08/12/12	3	:30	6:28A- 8:30A (EST)	1							X	1	\$350.00	\$350.00	WBNS-TV (WBNS)	SUN AM NEWS	8/3/12
21.0	Normal Line / SPOT	08/12/12-08/12/12	2	:30	8:58A- 10:30A (EST)	1							X	1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	SUN MORNING	8/3/12
22.0	Normal Line / SPOT	08/12/12-08/12/12	3	:30	6:28P- 6:57P (EST)	1							X		\$800.00		WBNS-TV (WBNS)	NEWS	8/3/12
22.0.1	Closed Preempt	08/12/12															WBNS-TV (WBNS)	Schedule Change/Exception - PGA	
23.0	Normal Line / SPOT	08/11/12-08/11/12	3	:30	6:58P- 7:30P (EST)	1						X		1	\$350.00	\$350.00	WBNS-TV (WBNS)	NEWS	8/3/12

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Date:

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24.0	Normal Line / SPOT	08/11/12-08/11/12	2	:30	7:30P- 7:57P (EST)	1						X		1	\$350.00	\$350.00	WBNS-TV (WBNS)	WHEEL	8/3/12
25.0	Normal Line / SPOT	08/15/12-08/15/12	3	:30	7:57P- 9P (EST)	1			X					1	\$4,000.00	\$4,000.00	WBNS-TV (WBNS)	BIG BROTHER	8/3/12
26.0	Normal Line / SPOT	08/11/12-08/12/12	4	:30	11P- 11:35P (EST)	1						X	X	1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	LATE NEWS	8/3/12
27.0	Normal Line / SPOT	08/13/12-08/17/12	4	:30	11P- 11:35P (EST)	2	X	X	X	X	X			2	\$1,200.00	\$2,400.00	WBNS-TV (WBNS)	LATE NEWS	8/3/12

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